ABSTRACT

A Customized Programming creation system provides the ability to transmit Customized Programming offerings to individual users based upon their known profile or their responses to contemporaneous queries. In its basic form, the invention

5   provides for a programming transmission center to maintain a single or multiple MPEG storage server environments. Through the use of digital conversion and MPEG compression standards, a vast library of programming and other information signals can be stored on such file servers. The transmission center selects and accesses programming segments or other information from the storage servers.

10   Through the use of splice points encoded through the MPEG process, the programming transmission center can inconspicuously splice disparate program segments together to create a single custom program stream for delivery to a single user or multiple users of the same profile.

Using interactive programming technology, a user profile is created and stored

15   based on known, purchased and/or usage-based variables. The interactive programming system collects information through the user's receiver by monitoring the user's viewing habits and cataloguing user responses to interactive programming queries. Such profile information is transmitted to the programming transmission center via a backchannel communication link with the user's receiver. The

20   Customized Programming stream may then be created to reinforce known or educated assumptions of programming and commercial selections that are most pertinent to the particular user, bringing some personalization to the vast library of stored programs and information.